

fashion calendar

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3/25/57

8 EAST 77th STREET
NEW YORK 21, N. Y.
TRAFALGAR 9-2343

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17th YEAR • A WEEKLY PUBLICATION

RUTH FINLEY, EDITOR

FRANCES HUGHES, ASSOCIATE EDITOR

january						
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FASHION CALENDAR

NOTE: Events are repeated until they take place. New events, last minute changes and revisions are added each week as quickly as scheduled. FASHION CALENDAR asks your indulgence for the unavoidable changes and new events that come up between issues.

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
<u>WEEK ENDING FRIDAY, MARCH 22, 1957</u>			
Friday March 22 9:00 A.M.- 10:30 A.M.	PRESS PREVIEW: SPRING-SUMMER SHOES Bonwit Teller will preview Christian Dior shoes. By invitation only. Contact: Evelyn Mooberry (Bonwit Teller Shoe Salon), EL. 5-6800.	CHRISTIAN DIOR SHOES	BONWIT TELLER 2ND FL.-SHOE SALON
Friday March 22 8:30 P.M.	MUSICAL PRESENTATION OF IMPORT FASHIONS Musical revue of Bamberger's imports featuring silk fashions, sponsored by Bamberger's "Desk Set", the Newark Junior Chamber of Commerce and International Silk Association, for benefit of Newark Boys' Club. Show followed by dance. Tickets: \$10.00. Contact: Dorothy Parr, Market 4-2400.	BAMBERGER'S	ESSEX HOUSE NEWARK, N. J.
Friday March 22- March 30 12:00 Noon- 10:00 P.M.	FIRST NATIONAL GOLF SHOW Exhibits of golf equipment; personal appearances by leading golf pros; an Indoor Open Tournament; and fashion shows at 2:30 and 8:00, coordinated by "Harper's Bazaar". Admission: \$1.50. Contact: David Lupton, MU. 7-7085. Fashion Publicity: Berta MacDonald, PL. 1-2100, Ext. 472.	NATIONAL GOLF SHOW (550 FIFTH AVENUE)	71ST REGIMENT ARMORY PARK AVE. & 34TH ST.
<u>WEEK BEGINNING MONDAY, MARCH 25, 1957</u>			
Tuesday March 26 4:00 P.M. Tea or Cocktails	SPRING FASHIONS AT AFTERNOON SHOW Maria Krum will present her Spring and Summer fashions, available at Bonwit Teller, Lord & Taylor and Henri Bendel. Public by reservation; contact: "Beverly", TE. 8-8000. Maria Krum contact: CI. 7-3060. Pierre Fashion Director: Nola Luxford, TE. 8-8000.	MARIA KRUM (41 WEST 56TH ST.)	HOTEL PIERRE COTILLION ROOM
Thursday March 28 9:30 A.M. Coffee	PRESS PREVIEW OF SPRING ACCESSORIES "Carnival of Color"--Ohrbach's will preview Spring fashions, featuring millinery, shoes, gloves, handbags, neckwear and jewelry. By invitation only. Publicity: Mark Klauser, OX. 5-4000.	OHRBACH'S	3RD FLOOR MILLINERY OVAL ROOM
Thursday March 28 11:00 A.M.	PRESS PREVIEW OF IMPORTED FLOWERS Preview of artificial flowers to be worn as accessories - made in France exclusively for Saks Fifth Avenue. By invitation only. Publicity: Grace de Mun, PL. 3-4000.	SAKS FIFTH AVENUE	MAIN FLOOR BOUTIQUE
Thursday March 28 12:00 Noon Luncheon	FABRICS DIVISION LUNCHEON MEETING "Fabric Is the Fashion...This Fall and Winter". Commentator and Chairman: Frances Clarke; co-chmn: Ann Boucher. Prices: \$6.00, members; \$7.00, guests. Exhibit from 10:00 A.M. - 3:00 P.M.; \$1.00 at door for non-holders of luncheon tickets. Contact: The Fashion Group, CI. 7-3940.	THE FASHION GROUP, INC. (9 ROCKEFELLER PLAZA)	HOTEL SHERATON-ASTOR GRAND BALLROOM

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Thursday March 28 12:30 P.M. Luncheon	SPRING FASHIONS FOR TALL GIRLS Peg Newton will present fashions for tall girls. Press by invitation. Public by reservation; contact: PL. 9-3000, Ext. 176. Peg Newton Publ.: Donna Cannon, MU. 7-5447. Plaza Fashion Dir: Mary Alice Rice, CI. 6-1790.	PEG NEWTON (3 EAST 48TH ST.)	HOTEL PLAZA PERSIAN ROOM
Thursday March 28 9:00 P.M.	"PINK GALA" SUPPER-DANCE Angelique will introduce a new perfume "Pink Satin", at a midnight champagne supper dance, for benefit of Hospitalized Veterans Service of the Musicians Emergency Fund, following the 9:30 P.M. premiere of "Funny Face" at the Music Hall. By invitation only. Angelique Publicity: Patricia Kelly at Angelique (Wilton, Conn.), ENTERprise 6526.	ANGELIQUE PERFUMES (WILTON, CONN.)	RADIO CITY MUSIC HALL; WALDORF-ASTORIA
Sunday March 31- April 6	INTERNATIONAL FLOWER SHOW Fortieth annual flower show, sponsored jointly by the Horticultural Society of N.Y. and the N.Y. Florists' Club, will have as its theme "Gardens of Little Old New York" and "Flowers from Abroad," Included, vegetable gardens for small home-owners. Tickets: \$1.75. Publicity: Oristano Assoc., MU. 7-6844.	HORTICULTURAL SOCIETY; N.Y. FLORISTS' CLUB	NEW YORK COLISEUM COLUMBUS CIRCLE
Tuesday April 2 9:30 A.M. Breakfast	PRESS PREVIEW OF CALIFORNIA FASHIONS Macy's will preview their California fashions for Summer. By invitation only. Publicity: Barbara Moskowitz, OX. 5-4400.	MACY'S NEW YORK	13TH FLOOR EXEC. DINING ROOM
Tuesday April 2 12:30 P.M. Luncheon	SUMMER FASHIONS BY LUIS ESTEVEZ Luis Estevez will present his Summer fashions during luncheon. Press by invitation. Public by reservation; contact: Headwaiter, EL. 5-3000. Grenelle-Estevez Publicity: Eleanor Lambert, MU. 8-2130. Waldorf Fashion Director: James Lawlor, EL. 5-3000.	GRENELLE-ESTEVEZ LTD. (550 SEVENTH AVENUE)	WALDORF-ASTORIA EMPIRE ROOM
Tuesday April 2 12:30 P.M. Luncheon	ANNUAL BENEFIT FASHION SHOW "Springtime at the Plaza"--daytime, cocktail and evening fashions. For benefit of National Jewish Hospital at Denver, a free non-sectarian tuberculosis medical center. By reservation with sale of \$25.00 contribution book. Hospital contact: Flora Kaiser, 19 W. 44th St., MU. 7-1590.	NATIONAL JEWISH HOSPITAL AT DENVER	HOTEL PLAZA GRAND BALLROOM
Tuesday April 2 4:00 P.M. Tea or Cocktails	AFTERNOON SHOWING OF SPRING MILLINERY Cesar Rubio will present his Spring millinery. Public by reservation; contact: "Beverly", TE. 8-8000. Pierre Fashion Director: Nola Luxford, TE. 8-8000.	CESAR RUBIO (44 EAST 50TH ST.)	HOTEL PIERRE COTILLION ROOM
Tuesday April 2 4:00 P.M.- 7:00 P.M. Cocktails	PRESS PREVIEW OF NEW TYPE COSMETIC The press will preview a new concept in the use of Almay cosmetics. By invitation only. Publicity: Rita Bunin at Dundon Associates, 55 West 42nd Street, WI. 7-7062.	ALMAY COSMETICS, DIV. SCHIEFFELIN & CO.	SHERRY-NETHERLAND CARNAVAL ROOM

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Wednesday April 3 12:00 Noon Luncheon	PRESS PREVIEW: FALL CHILDREN'S DRESSES Preview of the Cinderella Fall collection of children's dresses, sizes 3-6x and 7-14; also a small group of Nannette toddler dresses. By invitation only. Publicity--Nannette: Gladys Steiner, PL. 1-2820; Cinderella: Ruth Hammer Assoc., EL. 5-7872.	CINDERELLA FROCKS	112 WEST 34TH STREET SHOWROOM - 14TH FLOOR
Wednesday April 3 3:00 P.M.	PREVIEW: ADVANCE FALL COLLECTION "Autumn Rose" collection of black silk dresses, designed by Betty Carol. By invitation only. Publicity: Eleanor Lambert, MU. 8-2130.	MAM'SELLE DRESS CO.	498 SEVENTH AVENUE SHOWROOM - 18TH FLOOR
Thursday April 4 12:30 P.M. Luncheon	SUMMER FASHIONS AT LUNCHEON SHOW Showing of Edward Abbott's Summer cocktail and evening fashions designed by Wilson Folmar, available at "Miss Bergdorf Shop". Press by invitation. Public by reservation; contact: PL. 9-3000, Ext. 176. Plaza Fashion Director: Mary Alice Rice, CI. 6-1790.	EDWARD ABBOTT, INC. (530 SEVENTH AVENUE)	HOTEL PLAZA PERSIAN ROOM
Thursday April 4 3:00 P.M. Cocktails	PREVIEW OF FALL SHIRT COLLECTIONS Lady Hathaway will present Digby Morton's Fall 1957 shirt collection, including Hathaway men's shirts, at continuous showings. Press and buyers, by invitation. Publicity: Alexis Yardley at Hathaway, OX. 7-5566.	C. F. HATHAWAY CO. (112 E. 40TH ST.)	SAVOY-PLAZA HOTEL LE CHATEAU - 11TH FL.
Thursday April 4 4:30 P.M. Cocktails	COCKTAIL PARTY FOR BEAUTY EDITORS DuBarry-Richard Hudnut will invite the beauty editors to a cocktail party and opening of their new salon. By invitation only. Publicity: Helen Nash, CI. 6-5814.	DuBARRY-RICHARD HUDNUT	7 EAST 60TH STREET SALON
Monday April 8	PRESS PREVIEW OF SILK TEXTILES Exhibit of silken textiles of Manchu Dynasty (1644-1911) and Chinese-influenced European silks of the 18th, 19th and 20th centuries. Open to public, beginning Tues., April 9. Contact: JU. 6-4904.	SCALAMANDRE MUSEUM OF TEXTILES	20 WEST 55TH STREET
Tuesday April 9 9:30 A.M. Breakfast	PRESS PREVIEW OF IMPORT FASHIONS Preview of French and Italian imports, made exclusively for Macy's. (<u>Note Change of Date</u>). By invitation only. Publ.: Barbara Moskowitz, OX.5-4400.	MACY'S NEW YORK	13TH FLOOR EXEC. DINING ROOM
Cancelled April 9	THE MOLLIE PARNIS LUNCHEON SHOWING OF SUMMER FASHIONS, ORIGINALLY SCHEDULED FOR 12:30 P.M. AT HOTEL AMBASSADOR, HAS BEEN CANCELLED.		
Tuesday April 9 4:00 P.M. Tea or Cocktails	AFTERNOON SHOWING OF SPRING FASHIONS "Easter Wedding Party"--showing of Spring fashions by leading designers. Public by reservation; contact: "Beverly", TE. 8-8000. Pierre Fashion Director: Nola Luxford, TE. 8-8000.	LEADING DESIGNERS	HOTEL PIERRE COTILLION ROOM
Monday April 8- May 26	INTERNATIONAL WATER COLOR EXHIBIT An exhibit of international water colors. Contact: Eveline M. Clark, NE. 8-5000.	BROOKLYN MUSEUM	EASTERN PARKWAY BROOKLYN

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Tuesday April 9 4:00 P.M. Champagne	PRESS PREVIEW OF MEN'S SWEATERS DuPont will preview their "Orlon" men's sweaters. By invitation only. Contact: Rita Miceli, LO. 3-6400, Ext. 315.	DU PONT	HOTEL GOTHAM MAIN BALLROOM
Beginning Tuesday April 9	OPENING OF ADVANCE FALL COAT COLLECTION Opening of Originala's advance Fall coat collection. By appointment only. Contact: Louis Mariani, BR. 9-8988.	ORIGINALA	512 SEVENTH AVENUE SHOWROOM - 43RD FLOOR
Thursday April 11 12:30 P.M. Luncheon	SHOWING OF LEATHER FASHIONS "Easter Parade of Leathers"--luncheon showing of shoes and accessories, available at Bonwit Teller. Press by invitation. Public by reservation; contact: PL. 9-3000, Ext. 176. Leather Industries' Publ.: Billie Gould, MU. 6-7956. Plaza Fashion Director: Mary Alice Rice, CI. 6-1790.	LEATHER INDUSTRIES OF AMERICA	HOTEL PLAZA PERSIAN ROOM
Thursday April 11 8:00 P.M. Dinner- Dance	SIXTH ANNUAL "APRIL IN PARIS" BALL "A Salute to Liberty. Lafayette's Anniversary, 1757-1957". Gala dinner-dance for benefit of the French Hospital in N.Y., the Atlantique, the A.D.I.R., Inc., French Students' Fund and others. Fashions by: Pierre Balmain, Castillo-Lanvin, Jean Desses, Christian Dior, Jacques Fath, Jacques Griffe, Madame Gres and hats by leading Paris milliners. Entertainment by Martine Carol, Maurice Chevalier, Fernandel, Juliette Greco and the "Chanteurs de Paris" with Varel and Bailly. Sponsored by Air France, Cartier and Coty. Reservations--\$125.00; contact: EL. 5-5725.	"APRIL IN PARIS" BALL	WALDORF-ASTORIA GRAND BALLROOM
Friday April 12 12:00 Noon Luncheon	TWENTIETH ANNUAL AWARD LUNCHEON Lord & Taylor presents their Twentieth Annual Award Luncheon, with Miss Dorothy Shaver presiding. Price: \$6.50. Contact: Elizabeth White, WI. 7-3300.	LORD & TAYLOR	WALDORF-ASTORIA GRAND BALLROOM
Sunday April 14- April 27	FIRST U.S. INT'L WORLD TRADE FAIR Over 3,000 exhibitors from 50 European, Asian, Middle East countries, including the Americas will display their merchandise including textiles, fashions, home furnishings, china and glassware, household equipment, food products, automobiles and auto accessories, etc. <u>Press Preview</u> --Sat., April 13. Admission 90¢. Open to public: Fri., Sat., and Sun. Open to buyers: Mon., Tues., Wed., and Thurs. Publ.: David Jacobson, PL. 1-3950.	U.S. WORLD TRADE FAIR (331 MADISON AVENUE)	NEW YORK COLISEUM COLUMBUS CIRCLE
April 15	HOLY WEEK (April 15 - April 20).		
April 15	FEDERAL AND NEW YORK STATE INCOME TAXES DUE.		
April 16	PASSOVER--First Day (Tuesday) -- Begins Monday at Sundown.		
Tuesday April 16 12:30 P.M.	SHOWING OF SPRING FASHIONS Saks-34th will present "Forever Young" Spring and Summer dresses. Commentator: Paulette Goddard. Press invited. Open to public. Publicity: Arthur See, LA. 4-7000.	SAKS-34TH	5TH FLOOR

DATE	WHAT'S GOING ON	GIVEN BY	WHERE
Tuesday April 16 12:30 P.M. Luncheon	SPRING FASHIONS BY DAVID CRYSTAL Best will present Easter and Summer suits, dresses and separates by David Crystal. Press by invitation. Public by reservation; contact: Headwaiter, EL. 5-3000. Publicity--Best: Helen Latham, MU. 9-2000; David Crystal: Terry Mayer, BR. 9-6560. Waldorf Fashion Dir: James Lawlor, EL. 5-3000.	BEST & CO.	WALDORF-ASTORIA EMPIRE ROOM

EASTER ACTIVITIES IN NEW YORK CITY

Saturday April 20 2:00 P.M.	ELEVENTH ANNUAL EASTER EGG-ROLLING CONTEST Arnold Constable will present their eleventh annual Easter egg-rolling contest, in cooperation with the Department of Parks. For children, 5 through 13 years of age. Publicity: Gloria Geis, MU. 5-2300.	ARNOLD CONSTABLE	CENTRAL PARK GREAT LAWN (80 ST.)
Sunday April 21 12:00 Noon Brunch	SPRING FASHIONS AT EASTER SHOW "Pink Champagne and Roses"--Easter fashion show by Seymour Jacobson. Hats--Cesar Rubio. Panel of male celebrities will judge hats of women attending. Reservations--\$5.00; contact: Mr. Gilbert, CI. 6-7700. Seymour Jacobson Publicity: Peggy Cantor, WI. 7-1228.	SEYMOUR JACOBSON, INC.	HAMPSHIRE HOUSE FOUNTAIN ROOM
Sunday April 21 1:00 P.M. Luncheon	BENEFIT LUNCHEON ON EASTER SUNDAY "Easter Sunday with John Frederics and Carrie Munn" --- Spring fashions and millinery will be shown for the benefit of Visiting Nurse Service of N.Y. Reservations--\$8.00. Contact: "Beverly", TE. 8-8000. Pierre Fashion Director: Nola Luxford, TE. 8-8000.	JOHN FREDERICS; CARRIE MUNN	HOTEL PIERRE COTILLION ROOM
Sunday April 21 1:00 P.M. Luncheon	MILLINERY FASHIONS AT EASTER LUNCHEON Mr. John will present his Easter millinery collection. Reservations--\$8.00. Contact: Banquet Dept., PL. 5-1000. Mr. John Publicity: Toni Woodward, MU. 8-4905. Produced by Mary Alice Rice, CI. 6-1790.	MR. JOHN, INC.	HOTEL AMBASSADOR TRIANON ROOM
Sunday April 21 1:00 P.M.- 4:00 P.M. Luncheon	EASTER LUNCHEON FASHION SHOW The 7th Annual Sister Kenny Easter Luncheon with a showing of dresses by Oleg Cassini; hats--Irene; sportswear--Julietta of Rome. Tickets: \$15.00, contact: Martha Palmer at Foundation, 500 Fifth Ave., OX. 5-5262.	SISTER ELIZABETH KENNY FOUNDATION	HOTEL AMBASSADOR BALLROOM
Sunday April 21 1:15 P.M. Luncheon	BENEFIT LUNCHEON ON EASTER SUNDAY Spring and Summer millinery will be presented by Emme for benefit of Judson Health Center. Reservations--\$9.00. Contact: Banquet Dept., PL. 9-3000. Plaza Fashion Director: Mary Alice Rice, CI. 6-1790.	EMME	HOTEL PLAZA RENDEZ-VOUS ROOM
Sunday April 21 4:00 P.M.- 8:00 P.M.	PARADE OF "DOGS & DOLLS" Annual Easter party for benefit of animal adoption service of A.S.P.C.A., with a parade of adopted dogs. Models will wear hats by Mr. John. Commentator: Faye Emerson. Price--\$5.00, contact: Mrs. George F. Elliott, PL. 5-1650.	FOR BENEFIT OF A.S.P.C.A.	HOTEL PIERRE ROOF GARDEN

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Tuesday April 23 2:30 P.M.	SUMMER FASHIONS BY JERRY GILDEN Russeks will present Summer collection by Jerry Gilden. <u>Press invited at 11:00 A.M.</u> Open to public. Publicity: Virginia Woodruff, WI. 7-1900.	RUSSEKS FIFTH AVENUE	5TH FLOOR
Thursday April 25 12:30 P.M. Luncheon	INTERNATIONAL FASHION SHOW "Couture a la Carte"--an International Honor Award fashion show for benefit of N.Y. Infirmary, with fashions by leading designers. Reservations: \$10.00, contact: Lois Best, MU. 6-6333. Publicity: Mallory Dorn at David O. Alber Assoc., 44 E. 53rd Street, TE. 8-8300.	SLENDERELLA, INT'L	WALDORF-ASTORIA SERT ROOM
Thursday April 25 12:30 P.M. Luncheon	SHOWING OF SUMMER COTTONS Showing of Toni Owen fashions in Galey & Lord cottons, available at B. Altman. Press by invitation. Public by reservation; contact: PL. 9-3000, Ext. 176. Toni Owen Publicity: Rosemary Sheehan, CI. 7-8060. Plaza Fashion Director: Mary Alice Rice, CI. 6-1790.	TONI OWEN (498 SEVENTH AVE.)	HOTEL PLAZA PERSIAN ROOM
April 28- May 4	NATIONAL BABY WEEK. Contact: Earnshaw Publications, 101 West 31st Street, LO. 5-2742.		
Monday April 29 12:00 Noon Luncheon	ANNIVERSARY LUNCHEON The 10th anniversary and "Trail Blazer Awards" luncheon by the National Home Fashions League. Speaker: Douglas Haskell, Architectural Forum. (Prices and more details later). Contact: Josephine Brush, MU. 7-8122.	NAT'L HOME FASHIONS LEAGUE (141 E. 44TH ST.)	HOTEL ROOSEVELT BALLROOM
Tuesday April 30 2:30 P.M.	SUMMER FASHIONS BY SUZY PERETTE Russeks will present Summer collection by Suzy Perette. <u>Press invited at 11:00 A.M.</u> Open to public. Publicity: Virginia Woodruff, WI. 7-1900.	RUSSEKS FIFTH AVENUE	3RD FLOOR
Tuesday April 30 5:00 P.M. Cocktails	COCKTAIL PARTY BY GUILD MEMBERS The Guild of Better Shoe Manufacturers' cocktail party for press and trade. By invitation only. (Members include: Delman, Evins, Fox Shoe Co., Jerro Bros., Margaret Jerrold, Herbert Levine, Frank Lipare, Inc., John Marino & Sons, I. Miller & Sons, Newton Elkin, Palter DeLiso, Riviera Shoes, Seymour Troy, Simone, Wolsam Ltd. and Zuckerman & Fox--showing from Mon., April 29 at their individual showrooms.) Contact: John Jerro, 40 West 27th St., MU. 4-3191.	GUILD OF BETTER SHOE MANUFACTURERS	ST. REGIS HOTEL ROOF
Wednesday May 1- May 31	EIGHTH ANNUAL LACE FESTIVAL Theme: "Lace...Above All in Fashion"--International Lace Festival. Publ: Gladys Steiner at Lester Harrison, 210 East 50th St., PL. 1-2820.	THE LACE INSTITUTE	THROUGHOUT THE COUNTRY
Tuesday May 2 12:30 P.M. Luncheon	SHOWING OF SUMMER FASHIONS Mr. Mort's Summer fashions will be presented at luncheon, available at Saks Fifth Avenue. Press by invitation. Public by reservation; contact: PL. 9-3000, Ext. 176. Mr. Mort contact: Jean Ring, OX. 5-4760. Plaza Fashion Director: Mary Alice Rice, CI. 6-1790.	MR. MORT	HOTEL PLAZA PERSIAN ROOM

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Friday May 3 6:30 P.M. Dinner	DINNER HONORING OUTSTANDING MERCHANTS Price: \$25.00. (Brand Names Week, April 28 - May 4.) or Albert Meser, MU. 5-0888.	BRAND NAMES FOUNDATION (437 FIFTH AVENUE)	WALDORF-ASTORIA GRAND BALLROOM Contact: Tom Court
Sunday May 5- May 9	FALL AND WINTER SHOE FASHIONS The 18th semi-annual showing of popular price shoes for men, women and children. Co-mgrs: Edward Atkins and Maxwell Field. Contact: MU. 2-8705.	POPULAR PRICE SHOE SHOW OF AMERICA	HOTELS NEW YORKER & SHERATON-McALPIN
Tuesday May 7 10:30 A.M.	FALL SPORTSWEAR BY MR. JOHN Mr. John will introduce "The Together Look for 1957-'58" in sportswear fashions for Suburbia, U.S.A. Press and buyers by invitation only. Continuous thereafter. Contact: Harriette Reines, LO. 3-7900.	SUBURBIA, U.S.A.	525 SEVENTH AVENUE SHOWROOM - 17TH FLOOR
Tuesday May 7 12:00 Noon	CHILDREN'S DIVISION LUNCHEON MEETING Chairman: Beryl Tucker. (Prices and more details later.)	THE FASHION GROUP, INC. (9 ROCKEFELLER PLAZA)	HOTEL SHERATON-ASTOR GRAND BALLROOM Contact: CI. 7-3940.
Thursday May 9 12:30 P.M. Luncheon	SUMMER FASHIONS AT LUNCHEON SHOW Showing of Richard Cole's Summer fashions, available at leading stores. Press by invitation. Public by reservation; contact: PL. 9-3000, Ext. 176. Plaza Fashion Director: Mary Alice Rice, CI. 6-1790.	RICHARD COLE, INC. (498 SEVENTH AVENUE)	HOTEL PLAZA PERSIAN ROOM

FALL OPENINGS: MEMBERS OF FASHION ORIGINATORS' GUILD OF AMERICA (FOGA)

Beginning Monday May 13	LARRY ALDRICH CO., INC.	530 7th Ave. (12 Fl.).	CH. 4-1872
	BEN BARRACK, INC.	498 7th Ave. (7 Fl.).	LO. 4-3923
	HARVEY BERIN LTD.	530 7th Ave. (7 Fl.).	PE. 6-0206
	BY BRANELL.	530 7th Ave. (27 Fl.).	PE. 6-6983
	WILLIAM FOX, INC.	530 7th Ave. (21 Fl.).	OX. 5-4070
	ED GERRICK, INC.	550 7th Ave. (7 Fl.).	LO. 4-1820
	A. GOODMAN & CO., INC.	530 7th Ave. (17 Fl.).	WI. 7-4076
	GRABOIS.	498 7th Ave. (5 Fl.).	CH. 4-2767
	GROBE ORIGINALS, INC.	498 7th Ave. (16 Fl.).	BR. 9-8394
	HARMAY	498 7th Ave. (22 Fl.).	PE. 6-5547
	JACK HORWITZ ASSOCIATES	498 7th Ave. (9 Fl.).	LO. 4-1860
	JOBBER, INC.	530 7th Ave. (20 Fl.).	PE. 6-1938
	JUNIOR SOPHISTICATES	498 7th Ave. (4 Fl.).	LO. 4-0462
	NAT KAPLAN, INC.	498 7th Ave. (21 Fl.).	LO. 5-4115
	DAVID LEVINE CO.	530 7th Ave. (21 Fl.).	LA. 4-0237
	ROSALIE MACRINI, INC.	550 7th Ave. (11 Fl.).	CH. 4-2655
	PAUL PARNES CORP.	498 7th Ave. (10 Fl.).	CH. 4-4600
	REICH-GOLDFARB CO., INC.	498 7th Ave. (7 Fl.).	WI. 7-5374
	BEN REIG, INC.	498 7th Ave. (23 Fl.).	CH. 4-1542
	RUDOLF GOWNS	530 7th Ave. (12 Fl.).	WI. 7-6865
	MARTIN SIMON, INC.	498 7th Ave. (7 Fl.).	LA. 4-2877
	HERBERT SONDHEIM, INC.	530 7th Ave. (20 Fl.).	LA. 4-7540
	SUZANNE-AUGUSTINE, INC.	1 W. 47 St. (7 Fl.).	PL. 7-3465
	HANNAH TROY, INC.	530 7th Ave. (2 Fl.).	LO. 3-0988
	SAMUEL WINSTON, INC.	530 7th Ave. (11 Fl.).	CH. 4-2617
	Contact: Leonard W. Gendler, Exec. Secy, FOGA, 1440 B'way, CH. 4-6945.		

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Sunday May 12	MOTHER'S DAY. Theme: "Everybody Remembers Mom." Contact: Arthur Freeman, 129 West 30th Street, LO. 5-4700.		
Wednesday May 15 12:30 P.M. Luncheon	SHOWING OF SUMMER FASHIONS Presentation of Oleg Cassini Summer fashions, available at Bonwit Teller. Press by invitation. Public by reservation; contact: PL. 5-1000. Oleg Cassini Publicity: Alfred Davidson Assoc., PL. 5-0868. Produced by Mary Alice Rice, CI. 6-1790.	OLEG CASSINI (498 SEVENTH AVE.)	HOTEL AMBASSADOR GRAND BALLROOM
Thursday May 16 9:30 A.M. Breakfast	LEATHER COSTUMES BY BONNIE CASHIN Preview of Philip Sills' leather costumes and "Skirtings" designed by Bonnie Cashin. By invitation only. Publicity: Donna Cannon, 505 Fifth Ave., MU. 7-5447.	PHILIP SILLS (39 W. 37TH ST.)	HOTEL PIERRE COTILLION ROOM
Monday May 20 8:00 A.M. Breakfast	PRESS PREVIEW OF WOOLEN FASHIONS Special press showing before the annual Milliken breakfast shows, presenting fabric information and fashions in Milliken fabrics for Fall, 1957. Showing at 8:30 A.M. Daily thereafter, except Mondays from May 21 - June 21. Admission by ticket only. Contact: Julie Buddy, LO. 3-5200.	MILLIKEN WOOLENS, INC. (1407 BROADWAY)	HOTEL STATLER CAFE ROUGE
Monday May 20 11:30 A.M.	PRESS PREVIEW: FALL COAT & SUIT COLLECTION George Carmel's Fall coat and suit collection. By invitation only. <u>Trade showings thereafter at 10:30 A.M.</u> Contact: LA. 4-3310.	GEORGE CARMEL, INC.	530 SEVENTH AVENUE SHOWROOM - 24TH FLOOR
Monday May 20- May 25	ANNUAL NATIONAL COTTON WEEK Theme: "Pick Your Cottons Now"--27th annual National Cotton Week. Contact: Richard Alexander or Margot Herzog, BR. 9-4920.	NATIONAL COTTON COUNCIL (112 WEST 34TH STREET)	THROUGHOUT THE COUNTRY
<u>FALL COLLECTIONS BY THE CREATORS OF AMERICAN FASHIONS, INC.</u>			
Beginning Monday May 20	DAVIDOW. DAVID M. GOODSTEIN, INC. KANE-WEILL. ZOLTAN ROSENBERG CO. SPORT-CRAFT, INC. 550 Seventh Avenue. 498 Seventh Avenue. 498 Seventh Avenue. 550 Seventh Avenue. 550 Seventh Avenue.	PE. 6-6909 LA. 4-2577 LO. 5-3041 LA. 4-6691 LA. 4-9724
Tuesday May 21 11:00 A.M.	PREVIEW: FALL COAT AND SUIT COLLECTION Preview of Seymour Fox's Spring coats and suits. By invitation. <u>Trade showings at 10:00 A.M., May 22, 28, June 4, 5, 11.</u> By appointment. Contact: Sally McDonald, LO. 4-3246.	SEYMOUR FOX	512 SEVENTH AVENUE SHOWROOM - 22ND FLOOR
Thursday May 23 8:45 A.M. Breakfast	OUTERWEAR FASHIONS FOR CHILDREN AND TEENS Morton Karten will present his international outerwear designs for children and teens to press and trade. Staging: Steve Radow. By invitation only. Contact: Patricia Sullivan, LO. 5-1160. Publicity: Lee Ballard at Princeton Knitting Mills, 450 Seventh Ave., OX. 5-0730.	MORTON KARTEN, INC. (520 EIGHTH AVE.)	HOTEL PLAZA GRAND BALLROOM
May 30	MEMORIAL DAY--Legal Holiday (Thursday).		

MOVIES...MUSIC...THEATRE...OPERA...BALLET

Monday
March 25 TWENTY-SECOND WEEK: METROPOLITAN OPERA MET. OPERA HOUSE, B'WAY & 39TH
Mon., March 25: Verdi's LA TRAVIATA. Tues., March 26: Mozart's THE MAGIC
FLUTE. Wed., March 27: Offenbach's LA FERICHOLE. Thurs., March 28:
Mascagni's CAVALLERIA RUSTICANA and Leoncavallo's PAGLIACCI. Fri. March 29:
Verdi's DON CARLO. Sat., Mat., March 30: Puccini's LA BOHEME. Sat. Eve.,
March 30: Wagner's PARSIFAL. Publicity: Francis Robinson, FE. 6-1200.

Wednesday
March 27- OPENING: "BRIGADOON" CITY CENTER, 131 WEST 55TH STREET
April 7 Helen Gallagher, David Atkinson, Virginia Oswald, Scott McKay and Robert
Rounseville will star in the Broadway musical. Director: George England.
Sets: Olmer Smith. Costumes: Paul duPont. Lighting: Peggy Clark.
Publicity: Jean Dalrymple, JU. 6-2828.

Thursday
March 28 PREMIERE: "FUNNY FACE" (Movie) MUSIC HALL, 6TH AVE. & 50TH STREET
Audrey Hepburn, Fred Astaire and Kay Thompson will star in Paramount
Picture's Vistavision-Technicolor musical with music and lyrics by George
and Ira Gershwin. Featuring: Michel Auclair and Robert Flemmyng. Producer:
Roger Edens. Director: Stanley Donen. Costumes: Hubert de Givenchy and
Edith Head. On stage annual Easter Show. Paramount Publicity: Charles
Earle, BR. 9-8700. Music Hall Publicity: Fred Lynch, CI. 6-4600.

Tuesday
April 2 OPENING: "LIZA" BELASCO THEATRE, 111 WEST 44TH STREET
Michael Sheridan directs and produces in association with Walter Perner, Jr.
a romantic comedy by Elsie Lee from a novel by Faith Baldwin, with Hugh
Reilly, Anne Seymour and Rain Winslow. Sets and lighting: Carter
Morningstar. Costumes: Alice Gibson. Publicity: Phillip Bloom, CH. 4-5185.

Tuesday
April 2 OPENING: "HIDE AND SEEK" BARRYMORE THEATRE, 243 WEST 47TH STREET
A new play by Stanley Mann and Roger MacDougall, starring Franchot Tone,
Geraldine Fitzgerald, Basil Rathbone with Isobel Elsom and Walter Brooke.
Produced by Fred Finklehoffe, Mark Marvin and Gabriel Katzka. Director:
Reginald Denham. Sets and Lighting: Ralph Alswang. Costumes: Virginia
Volland. Publicity: David Lipsky, CH. 4-5185.

Wednesday
April 3 OPENING: "HOTEL PARADISO" HENRY MILLER'S THEA., 124 WEST 43RD ST.
Bert Lahr, Angela Lansbury, Arthur Treacher, Vera Pearce and Douglas Byng
will be featured in a comedy by George Feydeau and Maurice Desvallieres,
adapted and directed by Peter Glenville. Sets and costumes: Osbert
Lanchester. Lighting: Charles Lisanby. Publ.: Joseph Lustig, OR. 9-0768.

Wednesday
April 3- OPENING OF THE CIRCUS MADISON SQUARE GARDEN, 8TH AVE. & 49TH ST.
May 12 Premiere opening at 8:30 P.M. of the Ringling Bros. Barnum & Bailey Circus
for the benefit of the New York Cancer Committee of the American Cancer
Society. Publicity: Frank Braden, CI. 6-5500.

Thursday
April 4 OPENING: "THE JOKER" THE PLAYHOUSE, 137 WEST 48TH STREET
George Kondolf presents a new comedy by Arthur Sheekman, starring Tommy
Noonan with Anne Kimbell, Marjorie Gateson, Arch Johnson and Frank Overton.
Costumes: Charles Gellat. Publicity: Bernard Simon, CO. 5-4188.

Saturday
April 13 OPENING: "SHINBONE ALLEY" BROADWAY THEATRE, B'WAY & 53RD STREET
Eartha Kitt and Eddie Bracken with Erik Rhodes will star in a musical
adapted from the Don Marquis stories about "archy and mehitabel". Sets:
Eldon Elder. Costumes: Motley. Lighting: Tharon Musser. Publicity:
George Ross, BR. 9-5906.